

1. A display for a casket selection room comprising:
    - a base,
    - a first display portion mounted to said base,
    - a plurality of casket portions representing a plurality of casket
- 5 choices from which a customer may select mounted to said first display portion,
- a second display portion mounted to said first display portion,
- and
- a plurality of casket ornaments representing a plurality of
- 10 ornament choices from which the customer may select mounted to said second display portion.

2. The display of claim 1 wherein said first portion is four-sided and wherein each said side of said first portion has one said casket portion mounted thereto.

5 3. The display of claim 1 wherein said second portion is four-sided and wherein each said side of said second portion has four said ornaments mounted thereto.

4. The display of claim 1 wherein:  
said first portion is four-sided and has one said casket portion mounted on each said side thereof, and  
10 said second portion is four-sided and has four said ornaments mounted on each said side thereof,  
said display thereby presenting the customer with 64 casket choices from which the customer may select.

15 5. The display of claim 4 wherein said display has a height of about 72 inches.

6. The display of claim 4 wherein said base is four-sided.

7. The display of claim 6 wherein each said side of said base is about 18 inches.

8. The display of claim 1 wherein said ornaments are casket shell corner ornaments adapted to be mounted to each corner of a four-cornered casket shell.

9. A display for a casket selection room comprising:

a base,

a first display portion movably mounted to said base for swiveling movement relative thereto about a generally vertical axis,

5 a plurality of casket portions representing a plurality of casket choices from which a customer may select mounted to said first display portion,

a second display portion movably mounted to said first display portion for swiveling movement relative thereto about a generally vertical axis,

10 and

a plurality of casket ornaments representing a plurality of ornament choices from which the customer may select mounted to said second display portion.

10. The display of claim 9 wherein said first portion is four-sided and wherein each said side of said first portion has one said casket portion mounted thereto.

5 11. The display of claim 9 wherein said second portion is four-sided and wherein each said side of said second portion has four said ornaments mounted thereto.

12. The display of claim 9 wherein:  
said first portion is four-sided and has one said casket portion mounted on each said side thereof, and  
10 said second portion is four-sided and has four said ornaments mounted on each said side thereof,  
said display thereby presenting the customer with 64 casket choices from which the customer may select.

13. The display of claim 12 wherein said display has a height of  
15 about 72 inches.

14. The display of claim 12 wherein said base is four-sided.

15. The display of claim 14 wherein each said side of said base is about 18 inches.

16. The display of claim 9 wherein said ornaments are casket shell corner ornaments adapted to be mounted to each corner of a four-cornered casket shell.

17. A display for a casket selection room comprising:

a base,

a first display portion mounted to said base,

a plurality of casket portions representing a plurality of casket

5 choices from which a customer may select mounted to said first display portion,

a plurality of casket information modules mounted on said first display portion, each of said information modules corresponding to one of said plurality of casket portions and including at least one of a photo of the

10 casket, a portion of a cap panel of the casket and a fabric swatch of the casket,

a second display portion mounted to said first display portion,

and

a plurality of casket ornaments representing a plurality of

ornament choices from which the customer may select mounted to said

15 second display portion.

18. The display of claim 17 wherein each said casket information module comprises an enclosure and an information insert movable into and out of said enclosure.

19. The display of claim 18 wherein said enclosure includes a door pivotable to and between a closed position and an open position.

20. The display of claim 19 wherein said information insert comprises a first portion and a second portion, said first and second insert portions movably mounted to said enclosure for translational movement into and out of said enclosure, said second insert portion movably mounted to said first insert portion for pivoting movement therebetween, whereby said second insert portion can be pulled out of said enclosure and then pivoted 90° such that the contents of said information insert then face the customer.

21. The display of claim 20 wherein said second insert portion is fabricated at least in part of a transparent material and comprises:

a first pocket having upper and lower edges,  
a second pocket attached to said upper edge of said first pocket,  
and  
a third pocket attached to said lower edge of said first pocket.



22. The display of claim 21 wherein said first pocket includes therein a portion of a cap panel of the casket, said second pocket includes therein a photo of the casket and said third pocket includes therein a fabric swatch of the casket.

5                   23. The display of claim 17 wherein said first portion is four-sided and wherein each said side of said first portion has one said casket portion mounted thereto.

                  24. The display of claim 17 wherein said second portion is four-sided and wherein each said side of said second portion has four said  
10                   ornaments mounted thereto.

                  25. The display of claim 17 wherein:  
                  said first portion is four-sided and has one said casket portion  
                  mounted on each said side thereof, and  
                  said second portion is four-sided and has four said ornaments  
15                   mounted on each said side thereof,  
                  said display thereby presenting the customer with 64 casket  
                  choices from which the customer may select.

                  26. The display of claim 25 wherein said display has a height of about 72 inches.

27. The display of claim 25 wherein said base is four-sided.

28. The display of claim 27 wherein each said side of said base is about 18 inches.

29. The display of claim 17 wherein said ornaments are casket  
5 shell corner ornaments adapted to be mounted to each corner of a four-  
cornered casket shell.

30. A display for a casket selection room comprising:

a base,

a first display portion movably mounted to said base for swiveling movement relative thereto about a generally vertical axis,

5 a plurality of casket portions representing a plurality of casket choices from which a customer may select mounted to said first display portion,

a plurality of casket information modules mounted on said first display portion, each of said information modules corresponding to one of said plurality of casket portions and including at least one of a photo of the casket, a portion of a cap panel of the casket and a fabric swatch of the casket,

10 a second display portion movably mounted to said first display portion for swiveling movement relative thereto about a generally vertical axis, and

15 a plurality of casket ornaments representing a plurality of ornament choices from which the customer may select mounted to said second display portion.

31. The display of claim 30 wherein said first portion is four-sided and wherein each said side of said first portion has one said casket portion mounted thereto.

5 32. The display of claim 30 wherein said second portion is four-sided and wherein each said side of said second portion has four said ornaments mounted thereto.

33. The display of claim 30 wherein:  
said first portion is four-sided and has one said casket portion mounted on each said side thereof, and  
10 said second portion is four-sided and has four said ornaments mounted on each said side thereof,  
said display thereby presenting the customer with 64 casket choices from which the customer may select.

15 34. The display of claim 33 wherein said display has a height of about 72 inches.

35. The display of claim 33 wherein said base is four-sided.

36. The display of claim 35 wherein each said side of said base is about 18 inches.

37. The display of claim 30 wherein said ornaments are casket shell corner ornaments adapted to be mounted to each corner of a four-cornered casket shell.

38. The display of claim 30 wherein each said casket  
5 information module comprises an enclosure and an information insert movable into and out of said enclosure.

39. The display of claim 30 wherein said enclosure includes a door pivotable to and between a closed position and an open position.

40. The display of claim 39 wherein said information insert  
10 comprises a first portion and a second portion, said first and second insert portions movably mounted to said enclosure for translational movement into and out of said enclosure, said second insert portion movably mounted to said first insert portion for pivoting movement therebetween, whereby said second  
15 insert portion can be pulled out of said enclosure and then pivoted 90° such that the contents of said information insert then face the customer.

41. The display of claim 40 wherein said second insert portion is fabricated at least in part of a transparent material and comprises:

a first pocket having upper and lower edges,

a second pocket attached to said upper edge of said first pocket,  
and

a third pocket attached to said lower edge of said first pocket.

42. The display of claim 41 wherein said first pocket includes  
5 therein a portion of a cap panel of the casket, said second pocket includes  
therein a photo of the casket and said third pocket includes therein a fabric  
swatch of the casket.

43. A display for a funerary item selection room comprising:

a first display portion,

a plurality of first funerary items representing a plurality of first  
funerary item choices from which a customer may select mounted to said first

5 display portion,

a second display portion mounted to said first display portion,

and

a plurality of second funerary items representing a plurality of  
second funerary item choices from which the customer may select mounted to

10 said second display portion,

said first and second funerary items adapted to be used in  
combination.

44. The display of claim 43 further including a base, said first display portion mounted to said base.

45. The display of claim 44 wherein:

5       said first display portion is movably mounted to said base for swiveling movement relative thereto about a generally vertical axis, and  
      said second display portion is movably mounted to said first display portion for swiveling movement relative thereto about a generally vertical axis.

10       46. The display of claim 44 further including a plurality of funeralary item information modules mounted on at least one of said first and second display portions, each of said information modules corresponding to one of said plurality of funeralary items and including information regarding said one of said plurality of funeralary items.

15       47. The display of claim 43 wherein said first funeralary items are casket portions and said second funeralary items are casket ornaments.

48. The display of claim 43 wherein said first funeralary items are casket portions and said second funeralary items are personalization props.



49. The display of claim 43 wherein said first funerary items are cremation urns and said second funerary items are personalization props.

50. The display of claim 43 further including graphics.

51. The display of claim 50 wherein said graphics are computer  
5 generated.

52. The display of claim 50 wherein said graphics are printed.

53. The display of claim 50 wherein said graphics depict at least one of life interests of the deceased, product features and funeral/memorial service arrangement information.

54. A display for a casket selection room comprising:

a first display portion,

a plurality of casket portions representing a plurality of casket choices from which a customer may select mounted to said first display

5 portion,

a second display portion mounted to said first display portion,

a plurality of casket ornaments representing a plurality of ornament choices from which the customer may select mounted to said second display portion, and

10 a connection mechanism for removably securing said plurality of ornaments to said second display portion and to said plurality of casket portions,

whereby a customer can remove a chosen ornament from said second display portion and removably secure said chosen ornament to a  
15 chosen casket portion.

55. The display of claim 54 further including a base, said first display portion mounted to said base.

56. The display of claim 54 wherein said first and second display portions are moveably mounted to one another for swiveling movement around a generally vertical axis.

57. The display of claim 55 wherein:  
said first display portion is movably mounted to said base for swiveling movement relative thereto about a generally vertical axis, and  
said second display portion is movably mounted to said first display portion for swiveling movement relative thereto about a generally vertical axis.

58. The display of claim 54 further including a plurality of casket information modules mounted on said first display portion, each of said information modules corresponding to one of said plurality of casket portions and including at least one of a photo of the casket, a portion of a cap panel of the casket and a fabric swatch of the casket.